



WCPO
wcpo.com
kypost.com

WCPO

ORDER

Print Date 08/06/12 Page 1 of 3

Flight Dates 07/31/12-08/02/12

<u>Contract / Revision</u>	306187 /	<u>Product</u>	<u>Order Sep</u>	00:20:00
<u>Original Date / Revision</u>		Candidate. Obama for America	<u>Estimate #</u>	1520 Sked A :60's
	07/27/12 07/30/12	<u>Agency Com</u> 15% <u>Billing Contact</u>	<u>Alt Order #</u>	
<u>Advertiser</u>	Obama / Democrat / Preside		<u>Billing Type</u>	Cash
		1010 Wisconsin Avenue - Suite #80 Washington, DC 20007	<u>Order Type</u>	GENERAL
<u>Agency</u>	GMMB Inc		<u>Billing Cycle</u>	EOM/EOC
<u>Buying Contact</u>			<u>Billing Calendar</u>	BROADCAST
		<u>Sales Office</u> EWSDC	<u>Demographic</u>	A35+
1010 Wisconsin Avenue - Suite #80 Washington, DC 20007		<u>Sales Region</u> NAT	<u>Rev Codes</u>	POL POL CAND
		<u>Agency Ref</u> 2	<u>Product Codes</u>	PL
			<u>Priority</u>	P-1
			<u>Advertiser Ref</u>	

Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share %		
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	55	\$57,043.50	\$67,110.00	0.00	07/30/12	08/02/12	55	\$57,043.50	\$67,110.00
Totals	55	\$57,043.50	\$67,110.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
														Spots	Amount	
N 1	WCPO	07/31/12	08/02/12	M-F 430am News M-F 430am News	CM	430-5a		- TWT- --	1:00	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 07/30/12	08/05/12	- TWT- --		1	\$250.00			0.00						
N 2	WCPO	07/31/12	08/02/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a		- TWT- --	1:00	4	\$400.00	P-1	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 07/30/12	08/05/12	- TWT- --		4	\$400.00			0.00						
N 3	WCPO	07/31/12	08/02/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a		- TWT- --	1:00	4	\$800.00	P-1	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 07/30/12	08/05/12	- TWT- --		4	\$800.00			0.00						



WCPO

Print Date: 08/06/12

Page 2 of 3

wcpo.com
kypost.com

Contract / Revision

306187

Flight Dates 07/31/12-08/02/12

Hiatus Dates

Original Date / Revision 07/27/12/ 07/30/12

Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product Candidate. Obama for Amer Estimate # 1520 Sked A :60's



WCPO

wcpo.com
kypost.comContract / Revision 306187 Flight Dates 07/31/12-08/02/12

Print Date: 08/06/12

Page 3 of 3

Original Date / Revision 07/27/12/ 07/30/12

Hiatus Dates

Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product Candidate. Obama for Amer Estimate # 1520 Sked A :60's

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Spots	Amount	
N15	WCPO	07/31/12	08/02/12	M-F 730-8p Jeopardy	CM	M-F 730-8p	- TWT---	1:00	2	\$3,200.00	P-1	0.00	NM	2	\$6,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 07/30/12	08/05/12	- TWT---	2	\$3,200.00	0.00										
N16	WCPO	07/31/12	08/02/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	- TWT---	1:00	3	\$1,800.00	P-1	0.00	NM	3	\$5,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 07/30/12	08/05/12	- TWT---	3	\$1,800.00	0.00										
N17	WCPO	07/31/12	08/02/12	M-F 1135p-1202a Nightl M-F 1135p-1202a Nightl	CM	1135p-1202a	- TWT---	1:00	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 07/30/12	08/05/12	- TWT---	3	\$800.00	0.00										
N18	WCPO	07/31/12	08/02/12	M-F 1202-107a Jimmy K M-F 1202-107a Jimmy Ki	CM	1202-107a	- TWT---	1:00	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 07/30/12	08/05/12	- TWT---	3	\$400.00	0.00										
N19	WCPO	08/02/12	08/02/12	Thursday Prime C Thursday Prime C	CM	10-11p	- - - T---	1:00	1	\$6,400.00	P-1	0.00	NM	1	\$6,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 07/30/12	08/05/12	- - - T---	1	\$6,400.00	0.00										
														Totals	55 \$67,110.00